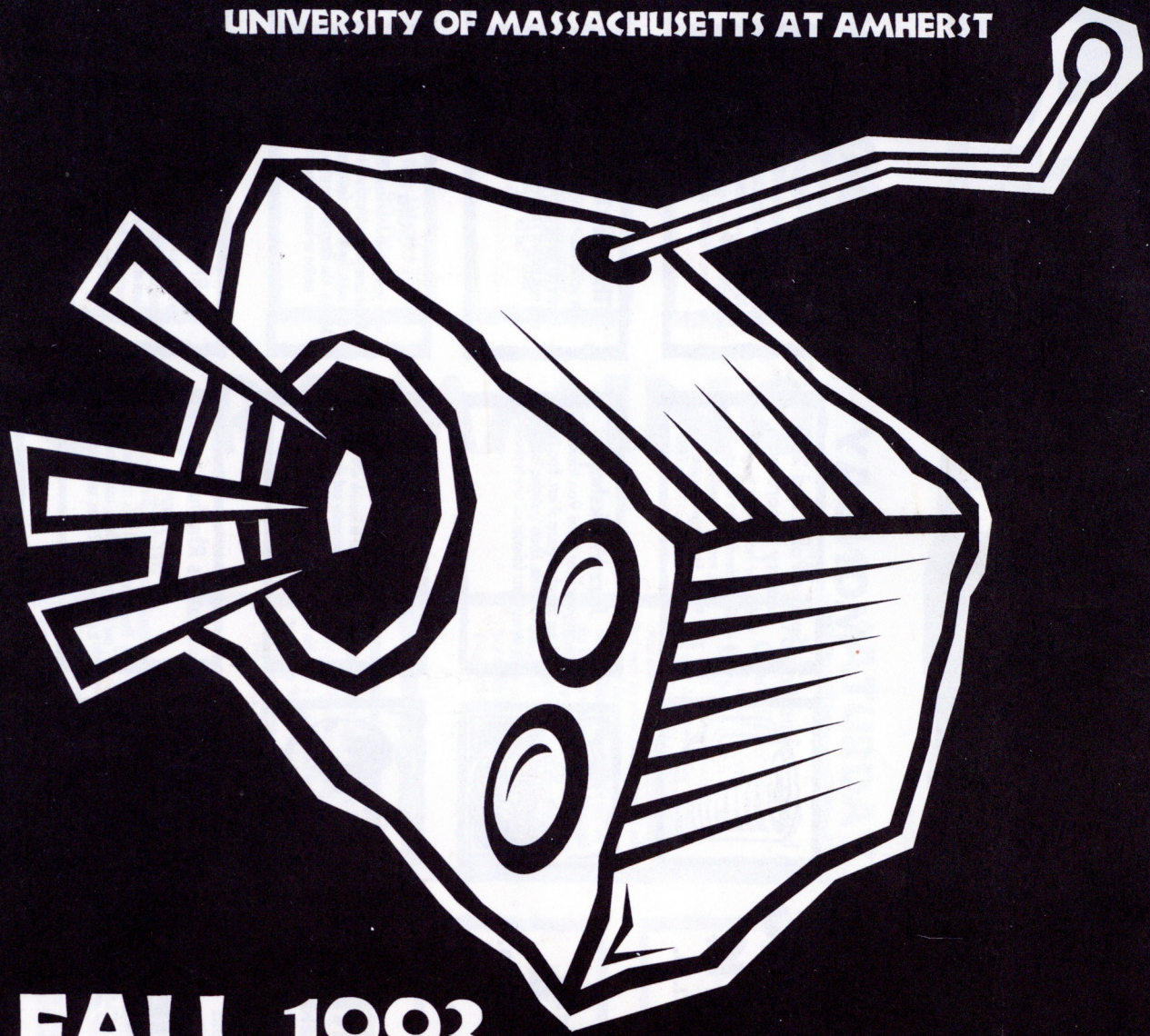
WMUA 91.1 FM

UNIVERSITY OF MASSACHUSETTS AT AMHERST



FALL 1993 PROGRAM GUIDE

1993 TELETHON

Dear Listeners,

We love our radio station and we hope you do, too. You're the reason WMUA is on the air 365 days a year. To keep us going, once a year we have to appeal to you, to your generosity.

You know what a telethon is, but do you know how vital it is to WMUA? We need your help. $10, $15, $20 or $30 may seem like practically nothing, but every dollar truly makes a difference. (Our bill for Associated Press service alone is $15,000 a year. Producing commercial-free radio costs money. Help us feed the cow!

Our annual Telethon plays a big part in keeping WMUA on the air. The Student Government Association generously gives us approximately two-thirds of our operating budget. This year, that amounts to about $80,000. The rest we must raise by ourselves. The Telethon is, by far, our largest fundraising event of the year. Our Telethon goal for 1993 is $17,000. Help put us over the top.

We will have T-shirts, CD's, gift certificates and lots of other ways of saying thank-you for your (tax deductible) donation.

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Amherst Typewriter
Bear Bookshop
Brittany Manor
Broadside Bookshop
Buttons by Gregory Wilson
Campus Design and Copy
Cioci Di's & Mom's Pierogi
The Massachusetts Daily Collegian
Dynamite Records
Especially for You
Fly By Night Futon Co.
The Gallery
Hamilton I. Newell
Haymarket Bookstore & Cafe
Stanley Kaplan
La Veracruzana
Myer's Eatery
Off Campus
Pekarski's Sausage
Silver Screen Design
Spirit Haus
The Spoke
The Sub
Tavern on the Ninth
Top of the Campus Restaurant
Yesterday & Today Music

WMUA General Station Meetings for Fall Semester 1993 will be held at 7 p.m. in rooms 174-176 of the Campus Center on the following dates:

Monday, September 13
Monday, September 27
Monday, October 11
Monday, October 25
Monday, November 8
Monday, November 22
and Monday, December 6

1993 WMUA STAFF

EXECUTIVE COMMITTEE

Kenley Obas
Chairperson

Alan Willcox
Manager

Justin Beland
Programmer

DEPARTMENT DIRECTORS

Michelle Canon
ALANA Affairs

Ruth Malkin
Music

Helen Hong
News

Michelle Monteiro
Office Coordinator

Roubina Surenian
Production

Meredith Makowski
Promotions

Dacia Campbell
Public Affairs

Jeff Crofts
Sports

Kate Alson
Telethon Coordinator

Shomwa Shampande
Third World Affairs

Michael Tow
Underwriting

Lisa Jezowski & Mike Carvalho
Visual Media

Stacey Horne
Women's Affairs

Katie Wright
Community Representative

PROFESSIONAL STAFF

Glenn Siegel
Advisor

Dan Ferreira
Chief Engineer

GREETINGS

Welcome to the Fall 1993 WMUA Program Guide.

As WMUA enters it's forty-fourth year of broadcasting, we are still committed to bringing you music and programs that are more diverse, interesting and entertaining than anywhere else on the FM dial. We know of no other station where, in the course of one week, you can hear everything from Sonny and Brownie to Cypress Hill, Black Uhuru to Black 47, John Prine to Charley Pride, Sonny Rollins to Henry Rollins, and everything in between.

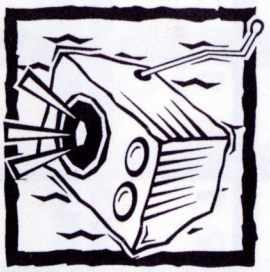
A few changes have occurred here since last semester, including the movement of our evening student-produced newscast to 5:30 p.m. WMUA no longer carries *Pacifica Radio*. WMUA continues on its quest to bring diversity to radio with the addition of several new shows this semester. "!Kita", a Native American music and news show makes it's debut this semester. An all-Irish and Celtic show, featuring rock, folk, classical and other forms of Irish and Celtic music takes its place Wednesdays at midnight. A alternative music news show hits the airwaves on Fridays, and, for the first time ever, WMUA has its first radio theater show, "Granny Applethorpe's Fluid Hour of Power," airing Saturdays at midnight. News, music and interviews concerning the people and continent of Africa comes your way every Tuesday evening at 6 p.m. on "Africa Now!"

Of course, the shows you've come to know and love are still here at WMUA: Polka Bandstand; Country, Blues and Bluegrass; Undercurrents; Zamir; Non-Sequitur Theater and Brian Eagan's Rhythm Radio haven't gone anywhere.

Besides being a great station, WMUA serves as a training facility for UMass undergraduate students, who are responsible for every function of station operation. From publishing this program guide to raising over $15,000 in our yearly telethon, the students do it all, with the help of local community members, who contribute their skill and expertise as DJ's.

We thank you for your patronage to WMUA, and, although you can't please all the people all the time, we are confident we can please all the people some of the time. Check out this guide and tune into WMUA. Somewhere inside, there's something for you, too.

Justin Beland, Programmer
Alan Willcox, Station Manager
Kenley Obas, Chairperson



HOW TO GET INVOLVED

If you've thought about dipping a toe into the wide ocean of radio, but haven't as yet, we invite you to check us out. Whether you have a simmering idea for a new radio show, want to get involved in our News or Sports broadcasts, want experience in fund raising, marketing or any of the other skills that radio depends on, we would like to talk to you.

Since we began broadcasting in 1949, WMUA alumni have gone on to positions of responsibility at WFCR, WGGB-TV, CNN, WINS, WHYN, Polygram Records and Sony Music among many other organizations. We develop real skills that employers need, and we have fun doing it!

If you have the ability to get along with a diverse group of people, have good work habits and want to broaden your knowledge of music, radio and organizations, we urge you to get involved. UMass undergraduates, we're talking to you.

Our *New Person's Meeting* will be held September 9, 1993 at 7:00 pm in the Campus Center. You'll get a general overview of WMUA and learn how you can fit in. Our *Station Orientation*, a one-hour session which will give you more detailed information about how to become a member of WMUA, how to become a DJ, how WMUA is organized and answer any questions you have, will be given September 14, 15 and 16 at 7:00, 8:00 *or* 9:00 pm in the Campus Center. Sign up for a Station Orientation at the New Person's Meeting or come down to our office in Campus Center 105. Our first *General Station Meeting* will be held on September 13 in the CC at 7:00 pm. and every other Monday from then on.

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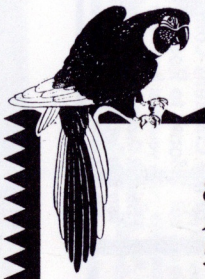

Pruddy's

LATIN AMERICAN RESTAURANT
8 RUSSELL ST. (RT. 9) HADLEY
JUST BEFORE THE COOLIDGE BRIDGE
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2 Pieces of Fried Chicken
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10% off with Student I.D.

GOURMET FOOD FOR THE AVERAGE PERSON

WMUA 91.1 FM
102 Campus Center
University of Massachusetts
Amherst, MA 01003

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